Made in Peterborough: Evaluation Strategies of a Small City LIP

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Peterborough Partnership Council on Immigrant Integration (PPCII)

- Established 2008

- Host Agency = New Canadians Centre Peterborough (Settlement Services Agency)

- Current Membership = 60 Organizations, 150 total members

PPCII Integration Strategy
OBJECTIVES

PPCII THEME		SECTOR			
		Economic Development	Health, Social Services and Voluntary	Housing and Transportation	Education
	Capacity Building	Develop resources, initiatives and partnerships that support employers in attracting, retaining and integrating immigrants in the workplace	Build the capacity and scope of settlement and social services	Develop a civic diversity strategy reflecting changing community demographics to provide more culturally competent service delivery	Develop partnerships to expand the range of local English as a Second Language (ESL) services and resources
	Access to Services	Assist immigrants in locating and accessing employment and entrepreneurial resources.	Connect immigrants to appropriate services	Increase the availability and accessibility of housing through partnerships, education and training	Improve access to local ESL services for all ages and abilities
	Opportunities for Participation	Strategically promote opportunities for immigrants to participate fully in the local economy	Involve immigrants in the social, cultural, and political life of the Peterborough community	Involve immigrants in discussions regarding availability of and access to housing and transportation	Create more training opportunities for immigrants
	Attraction and Retention	Advocate for prioritization of immigrant attraction in regional growth plans Strategically promote Peterborough to new immigrants as a place to live, study and work	Improve the immigrant 'friendliness' of government and social service programs and workplace policies	Identify the barriers faced by immigrants in accessing housing and transportation and determine how to address them	Provide opportunities for the Peterborough community to learn how to become more welcoming and inclusive
	Research and Development	Engage in ongoing research on trends and opportunities in the region to support local market planning and economic development	Research barriers to immigrant integration, including discrimination and public policy and determine how to address them	Conduct research on income and housing to identify gaps in the availability of affordable and accessible housing	Collect information necessary to improve community educational initiatives

WE NEED YOU! Meeting the objectives of the Integration Strategy will require the Peterborough community to take action. For further information on the list of proposed actions to be taken to achieve the objectives of the strategy and to become involved in implementing them contact the Peterborough Partnership Council on Immigrant Integration at info@ppcii.ca or visit our website at http://ppcii.ca/about-us/integration-strategy.

The PPCII Integration Strategy was facilitated by Jeanmarie Heriba and Dr. Alan Law.

Proposed Actions

ECONOMIC DEVELOPMENT

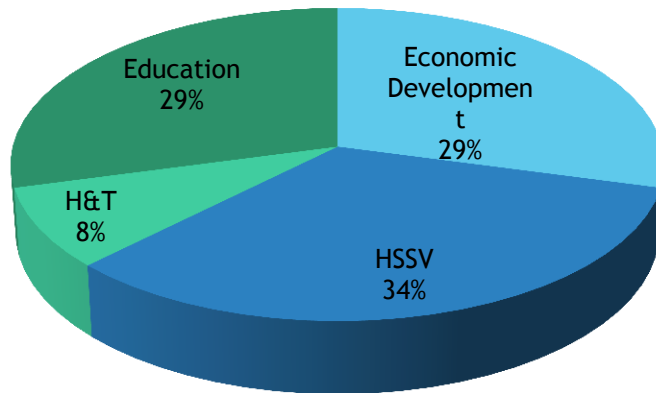| **Theme 1**	**Capacity Building**
Objective	*Develop resources, initiatives and partnerships that support employers in attracting, retaining and integrating immigrants in the workplace*

Actions:

1.1 Give information on wage expectations and credential assessment to immigrant services in other countries

1.2 Update websites with unemployment rates and related information on a continuing basis

1.3 Build the capacity of immigrant serving organizations through organizational and leadership training

1.4 Increase the capacity of small and medium sized companies to provide assistance and accommodation to newcomers

1.5 Grow informal food service businesses
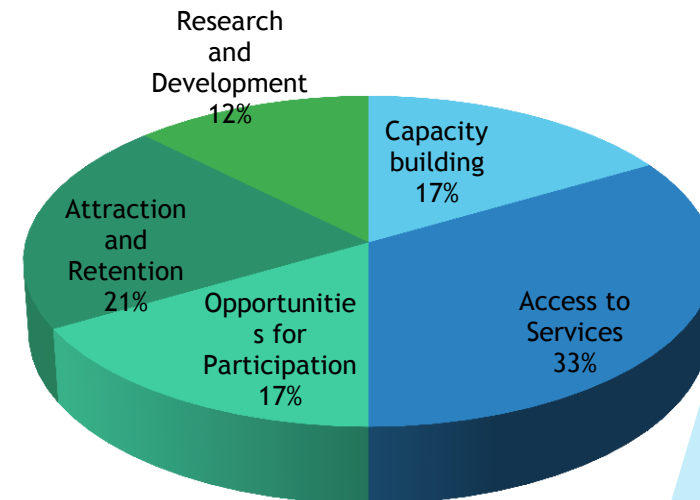
LIP and Community Inventory

Theme 2	Access to Services	2011	2012	2013	2014	2015
2.1	Create a list of funding resources for small business entrepreneurs, Business Advisory Centre	Business Education Series , Business Advisory Centre	x	Funding Directory	Entrepreneurial supports for immigrants	
2.2	Provide training to newcomers for appropriate skills for local employment	NCC Computer Training Courses, Public speaking	NCC Computer Training Courses, NIT training for facilitators, speechcraft training	NIT facilitators training, public speaking training		
2.3	Provide employment counseling or mentoring to develop skills for employment (include Canadian systems, structures, and levels of authority; inform of need for language proficiency, possible necessary acceptance of entry-level job, further education, and Canadian work experience)	WDB/WIC/ NCC Mentorship Program	WDB/WIP/ NCC Mentorship Program	Developing the employment skills of immigrants		
2.4	Assess computer literacy needs of adults		x			

What is Being Done?

Programs Currently being Implemented by Sector

- Economic Development 29%
- HSSV 34%
- H&T 8%
- Education 29%

Programs Currently Being Implemented by Theme

- Capacity building 17%
- Access to Services 33%
- Opportunities for Participation 17%
- Attraction and Retention 21%
- Research and Development 12%

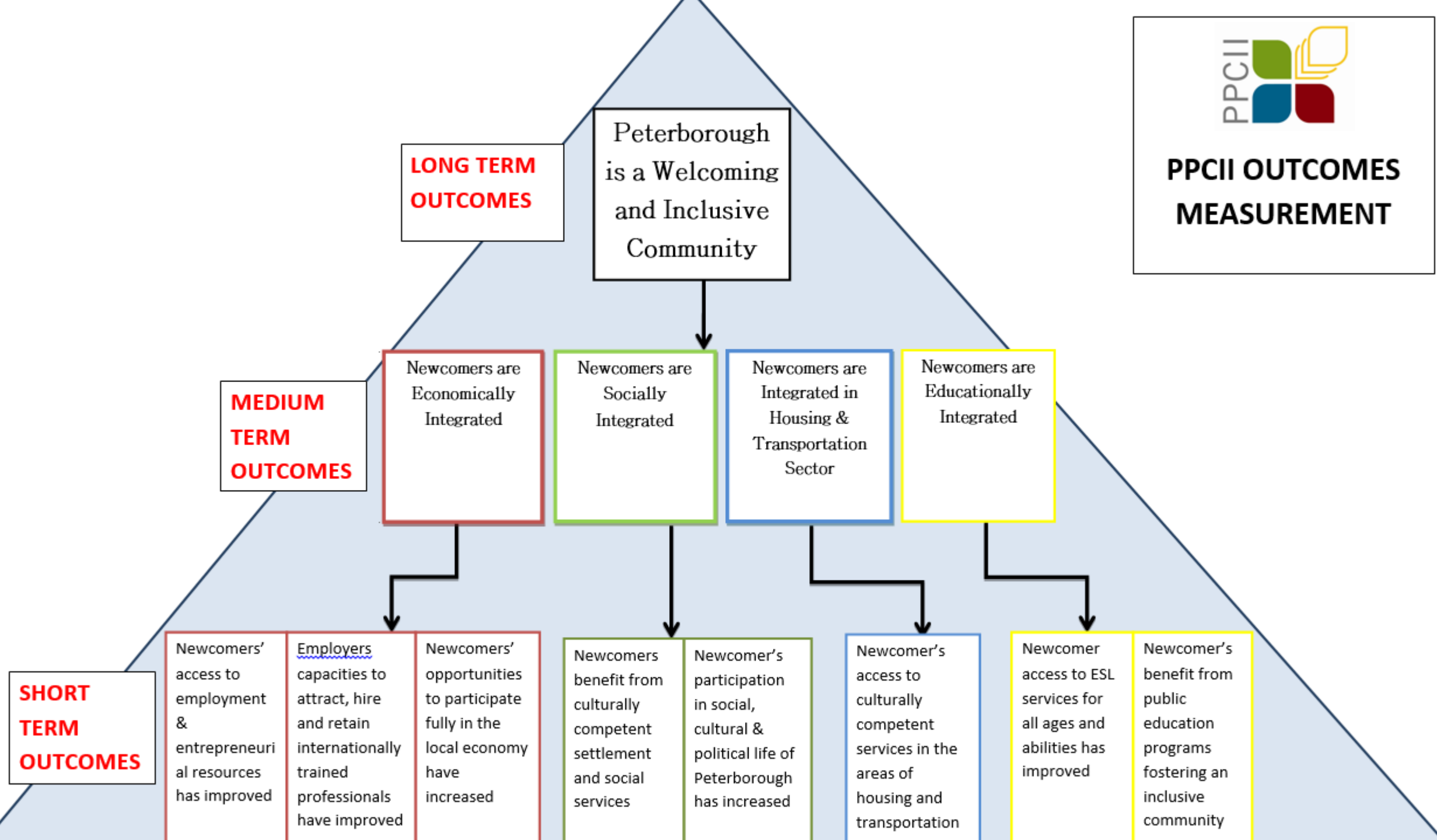Total Projects Being Implemented = 24

2012 LIP Conference

- Measure, Measure, Measure!
- Kingston Immigration Partnership Report Card
- York Region Turning the Curve Indicator Report
- Durham Region Diversity & Immigration Community Report Card

PPCII OUTCOMES MEASUREMENT

LONG TERM OUTCOMES

Peterborough is a Welcoming and Inclusive Community

MEDIUM TERM OUTCOMES

Newcomers are Economically Integrated

Newcomers are Socially Integrated

Newcomers are Integrated in Housing & Transportation Sector

Newcomers are Educationally Integrated

SHORT TERM OUTCOMES

Newcomers' access to employment & entrepreneurial resources has improved

Employers capacities to attract, hire and retain internationally trained professionals have improved

Newcomers' opportunities to participate fully in the local economy have increased

Newcomers benefit from culturally competent settlement and social services

Newcomer's participation in social, cultural & political life of Peterborough has increased

Newcomer's access to culturally competent services in the areas of housing and transportation

Newcomer access to ESL services for all ages and abilities has improved

Newcomer's benefit from public education programs fostering an inclusive community

PPCII Outcome Measurement Framework

Long term outcome	Intermediate outcome	Initial Outcome	Indicator	Apr-Jun	Jul-Sept	Oct-Dec	Jan-Mar	Total
Peterborough is a welcoming and inclusive community	Newcomers are economically integrated	Newcomers' opportunities to participate fully in the local economy have increased	**1.1 No** of newcomers who got a job	12	3	13	8	36
			1.2 No of newcomer-employer connections	NA	NA	42	88	130
		Newcomers' access to employment & entrepreneurial resources has improved	**1.3 No** of newcomers who have benefited from employment services	42	14	61	42	159
			1.4 No of newcomers who participated in professional development workshops (re WIP events)	NA	NA	NA	NA	NA
		Employers' capacities to attract, hire and retain internationally trained professionals have improved	**1.5 No** of employers who received assistance from the Workplace Integration Program (to complete LMOs and/or other services to attract and hire for newcomers)	60	128	122	66	376
			1.6 No of employers who attended diversity training					0

2015-2020 Integration Strategy

- ► Use Outcomes Measurement to inform the development of the strategy

- ► Embed outcomes measurement within the new strategy.

LIP Logic Model

systemic recording of outputs and outcomes by LIP staff

Data collected from individuals participating in the LIP and from those attending LIP activities and Events

▶ LIP and Community Inventory

LIP Logic Model

Analysis of large scale pre-existing datasets to examine community level variables

- ▶ Benchmarking Rural Community attractiveness to Newcomers Tool.

Data Collected in the brooder community

ESL Audit

Data collected from individuals participating in the LIP and from those attending LIP activities

- ▶ Surveys
  - ▶ Labour Market
  - ▶ Community/membership perception surveys
  - ▶ Training surveys
- ▶ Tracking of membership
- ▶ LIP Activities and Events

Conclusion

- Performance measurement tool is desirable in order to create consistency of measurement both year over year and between LIPS

- Tool should
  - Be less ambiguous than APPR and more reflective of what LIPs already do
  - Have common tools utilized by all LIPs
  - Allow for realities of individual communities
  - Be implemented with guidance so that it is understood and applied properly.

Good News

▶ We've already collected much of the necessary info for the proposed measurement tool and have an existing model that could easily be tweaked to fit with the model

   ▶ *grants, activities conducted, products, presentations to the community, invitations to meetings, community consultations, leveraging of resources, volunteer time, space*